

STAR WEEKLY

TORONTO
JAN. 27, 1940

10
CENTS



TRACK!

By Dorothy S. Moore

NEW MINISTER TO CANADA AND WIFE AT HOME



JAMES H. R. CROMWELL and his wife, **Doris Duke Cromwell**, will soon be standing on a new threshold when Mr. Cromwell takes up his new duties as United States representative to Canada



CLOSE-UP OF DORIS DUKE, tobacco heiress, and husband, who is usually known as "husband of richest girl in world" but hopes Doris will some day be known as "wife of James H. R. Cromwell"



HALE KAPU, Cromwells' \$500,000 Honolulu estate, overlooks ocean. Famous elevator diving platform is not visible here. In background is playhouse with columns imported from Persia



—Photos on this and Page Three by Martin Munkacsy, New York

WHEN POOL becomes too tame, Cromwells clamber over rocks far dip in surf. Their new home in Rockcliffe will be atop a hill overlooking the Ottawa river, with view of Laurentians



IN BETWEEN WORLD TRAVELS, Cromwells relax in sunshine and shadows of their beautiful gardens at Hale Kupu, landscaped with exotic plants. For three to six months each year, they

reside at Duke Farms, Somerville, N.J., \$1,600,000 estate of 2,000 acres and requiring staff of 200 servants. Mrs. Cromwell is 27, her husband 43. Both are millionaires in their own right



CANADIANS WHO SAW THEIR QUEEN know how lovely she really looks. This most recent portrait, by Cecil Beaton, Britain's premier photographer of beautiful women, shows Queen Elizabeth seated amid the richly brocaded furnishings in the white drawing-

room of Buckingham Palace. She wears a shimmering dinner dress with a three-tiered skirt, the whole gown sparkling with gold sequins. The wistfulness of her smile may be attributed to motherly concern for the well-being of her two little girls, separated from her by war

LONDON'S THAMES HAS ITS OWN A.R.P. PATROL



FLYING GAS WARNING, this patrol boat signals for aid



PREPARED AGAINST ENEMY AIR ATTACK is London's waterfront and its thousands of small commercial craft which ply up and down the Thames. Such boats as this sailing barge (above) if attacked from the air would need immediate aid from the London River Emergency Service, consisting of ambulance ships, powerful small patrol boats and launches equipped for the decontamination of other commercial vessels affected by deadly poisonous gas



A NEW HIGH-SPEED fire-boat races up the Thames



GIRL RANGERS, with helmets and gas masks, stand by on a hospital launch

ARTISTS SHOW HOW R.A.F. BOMBED HELIGOLAND BASE



BRITISH AIRMEN IN VICKERS Wellington long-range bombers dived at 400 m.p.h. from high above the clouds on Nazi warships lying off Heligoland, and scored hits on at least two of them.

The drawings, above and lower left, graphically illustrate the raid, in which one British bomber, part of its tail blown off, shot down an attacking Messerschmitt, then limped home safely to England



THE TRIUMPH at Heligoland was secured by the element of surprise. A day or two previously a reconnaissance flight was carried out by swift Bristol Blenheim bombers (above)



FAVORITE of the fleet air arm is the Blackburn "Skua," dive-bomber, above, attacking a U-boat. An exceedingly fast plane, its bombing accuracy is feared by enemy craft

CANADIAN SKIERS IN ARTILLERY MANOEUVRES



FIFTY YOUNG TORONTO MEN recently took to hills of King township to learn Finnish methods of warfare. They were civilian members of School of Artillery, attached to 7th Toronto Bat-

tery, Lt.-Col. E. B. McPherson, officer commanding. They tried out artillery manoeuvres on skis for first time. Above: Trio sets off, with instruments and pack, with group in huddle in background



ARTILLERY BOARDS, directors and range finders were part of standard equipment used in these first manoeuvres on skis. Above: Range finder is set up and skier is taking a sight



THERMOS OF HOT COFFEE comes in mighty handy. President Fred Hall of Canadian Amateur Ski association (30,000 members) has already offered services of skiers to government

HOLLAND IS THREATENED FROM WITHIN AND WITHOUT



DUTCH FOKKER WARPLANES patrol night and day over partially flooded parts of Holland near German border. Since war's out-

break she has remained calm at Nazi troops outside her borders, though nests of spies and Dutch Nazi party menace from within



BRITAIN'S BLOCKADE has greatly reduced Amsterdam's exports, most of which were German goods. Above: A quiet canal scene



THE DUTCH, TOO, have their "Maginot" line, to stop any possible Nazi aggression. Heavy steel gates (above), which are part of it, would block bridges. Flooded countryside would also be their ally



CONTROL OF HOLLAND would give Nazis bomber bases closer to England. Above: Cadets of crack Dutch navy at pistol practice

DODGE *Always* GIVES YOU

Dependability, Long Life and Low Operating Costs



1940 Dodge De Luxe Special 6-Passenger, 4-Door Sedan

AND TODAY Dodge gives you the most competitive prices in 26 years. Prove this for yourself! Pick the Dodge model that pleases you . . . get the Local *Delivered* Price . . . Then compare it with ANY comparable car. We know that you will agree that it costs no more to own a Dodge!

At the same time compare the comfort of the Dodge "Full Floating" Ride. The seats are as wide as the seats of three armchairs . . . Never before a ride like this in a car priced so

low! For years engineers have been trying to perfect a design in a low-priced car that would take the rear seats off the axles where road shocks are transmitted to passengers above. This year it is an impressive reality—in the new "Full Floating" Ride in the new 1940 Dodge cars. Wheelbase is longer and wheels are moved backward so that *all* passengers ride in the buoyant "Comfort Zone" between the axles! Confirm these statements by phoning your Dodge-DeSoto dealer TODAY!

DODGE KINGWAY • DODGE DE LUXE • DODGE DE LUXE SPECIAL • DODGE CUSTOM

ADVENTURES OF "SWISS FAMILY ROBINSON"



"STORM-TOSSED FOR DAYS, reduced to prayerful terror, our ship is finally spewn upon desolate rocks in an uncharted sea. All apparently is lost . . ." Extract from Robinson's diary under date of May 1, 1813, pictured for screen



"SMALL FRANCIS (Baby Bobby Quillan) encountered a turtle; gaily rode it into camp, thus providing us with our first fresh meal—soup"



"MY TWO ELDEST SONS, Fritz (Tim Holt) and Jack (Freddie Bartholomew) made water-wings of casks for the domestic animals on board by which we hope to tow them through the sea . . ."



"WE GATHERED OUR FLOCKS and set out in search of a permanent abode; found an ideal spot in a grove of trees." Scenes are from screen version of Johann David Wyss' classic

DRESS-UP HAIR DO'S



WOMEN CHANGE THEIR HAIR-DO as regularly as they change their hats—or their moods. When youthful June Preisser (above) feels sophisticated, she sweeps her hair at left side off temple and turns it into curl-roll, Ruth Hussey (right, above) believes in “dressing up” your hair with ornaments to match your ensemble. She wears latest cap



INFLUENCE OF YESTERYEAR is evident in evening coiffures. Judith Barrett's mass of curly locks accentuates smooth upward sides. Chignon is tied in back with ribbon



Lady Esther says

FREE! 12 SHADES of my new 7-Day Cream Nail Polish

All 12 shades—the actual polish itself—are shown on my amazing, new Magic Fingertips.

IMAGINE trying on all 12 glorious shades of my new 7-Day Cream Nail Polish . . . think of finding your most flattering nail polish color . . . without buying a single bottle of polish! Impossible? Not at all. For my 12 amazing “Magic Fingertips” make it not only possible but surprisingly simple. These 12 “Magic Fingertips” are yours just for the asking.

Each Magic Fingertip is made of celluloid—shaped like your own nail . . . and each wears a different shade of my 7-Day Nail Polish . . . the actual polish itself!

New Way to Choose Polish Shades!

You simply hold these Magic Fingertips over your own nail—one at a time—with the slender side tabs. They show you just which shades look smartest on you—best with your costume colors.

And once you have worn your first fashion-perfect color, see how long its beauty lasts. See how my 7-Day Nail Polish resists chipping, peeling and cracking for 7 days . . . never losing its loveliness all week long!



FREE! Send For Your 12 “Magic Fingertips”!

Why risk choosing the wrong shade of polish that fails to flatter your hands. With my 12 free “Magic Fingertips” you find your lucky nail polish color quickly, accurately. Send the coupon today!

Lady Esther's
**7-DAY
NAIL POLISH**

(You can paste this on a penny postcard)
LADY ESTHER, Toronto 12, Ontario.

FREE Please send me a complete set of your Magic Fingertips showing the 12 new shades of Lady Esther 7-Day Cream Nail Polish. (\$32)

NAME _____
ADDRESS _____
CITY _____ PROV. _____

STRENGTH OF SEA AND AIR UNITES



TO ENSURE MAXIMUM EFFICIENCY and minimum effort units of Britain's air and sea forces are working in closest co-operation. Reconnaissance planes (above) accompany destroyers on patrol and convoy. Such destroyers look small enough from the air but are deadly foes of submarines



MANY MODERN BATTLESHIPS carry airplanes which can be catapulted into the air for scouting, bombing or fighting. When wings are folded back, they take only a little space. On aircraft carriers, planes land on cleared decks; battleship planes are pontooned, and land on the sea

inexpensive

LAC MAZDA

MADE IN CANADA

IT'S A FACT
You get satisfaction
or your money back
with **PRINCESS**
SOAP FLAKES!

SAFE FOR YOUR
FINEST LAUNDRY!

PRINCESS
PURE
SOAP
FLAKES

MADE BY THE PRINCESS SOAP CO. LTD.

KLEEREX
FOR SKIN DISEASES
50c; \$1.00; \$2.00 sizes
(Medium and Strong)
At all Drug and Dept. Stores

Planters
Cocktail
VACUUM PACKED
SALTED
PEANUTS
ALWAYS FRESH
MAKE A GOOD BEVERAGE TASTE BETTER

GUNS THAT BELCH LONG RANGE DESTRUCTION



KNOWN IN THE WORLD WAR AS "MOTHER," the 9.2 inch howitzer fires a 290-pound shell over seven miles. After firing (above), the crew will cool the breach and barrel with water and clean it with grease. The huge 15-incher being fired at top right will throw a slightly less than a ton shell a distance of about 18 miles



IN SEA WARFARE rate of fire is decisive. For this reason and because visibility is seldom more than 15 miles in European waters lighter guns are used. In pictures above a 1,000-pounder from a 13.5 gun is caught and (below) the battle smoke. The shell travels 10,000 yards



A word to the wives—

about **COLDS**

HEADACHES

SOUR STOMACH

MUSCULAR ACHES AND PAINS

by

"Red" Horner



Everybody suffers these miserable ailments at one time or another. Whether it's from the strain and responsibility of entertaining, the rush of ordinary household work, staying up late or any other cause—take Alka-Seltzer. Here's what "Red" Horner, captain of the Maple Leafs, says about it:

"Alka-Seltzer is great for colds, headaches, muscular aches and pains and when your stomach's upset. I take it with me on road trips and keep a supply at home as well. It certainly has many advantages over old ways of treating these everyday complaints. You can put me down as a booster for Alka-Seltzer any day in the week."

Alka-Seltzer relieves the pain of headaches quickly. Remember also its effectiveness in combating gas on stomach, colds and that morning after feeling.

• At all drug counters 30c and 60c. Three times the quantity in the large package.



Alka-Seltzer

EFFERVESCENT

ANALGESIC ALKALIZING TABLETS

Every statement and claim made for Alka-Seltzer is backed by thorough clinical and laboratory research.

WHERE SNOW BIRDS GATHER



OUR LADY OF THE SNOWS pauses by a wayside shrine somewhere in the Laurentian Highlands where ski enthusiasts find their paradise on earth. Special snow trains from New York and other



nearby American cities carry thousands of visitors directly to the winter playgrounds of Quebec to join their Canadian friends. The windmill never saw the Netherlands—it's a landmark near Quebec



SCANDINAVIANS HAD A WORD FOR IT—Gelandessprung! This manoeuvre—not as dangerous as it looks—is useful when an obstacle or sharp cornice of snow is encountered during a Laurentians run

—Photos by Nicholas Moras.

Too much Exercise?

BACK STIFF AS A BOARD?



It's **FATIGUE ACID** in your muscles!

AFTER heavy exercise, fatigue acids form in your muscles... pains and aches follow!

The thing to do is increase your circulation. Rub Absorbine Jr. over the affected parts three or four times a day. Accepted laboratory tests prove Absorbine Jr. speeds the blood through the tissues, helps drive those acids out. Swelling goes down—pain eases. Millions like Absorbine Jr. because it is

- | | |
|-----------------|----------------------|
| 1. Quick Acting | 2. Pleasant |
| 3. Quick Drying | 4. Economical to use |

At all druggists, \$1.25 a bottle
Free sample, address: W. F. Young,
Lyman Building, Montreal, Canada.

ABSORBINE JR.

GLOOM CHASERS ARE BUSY



DURING THE HOLIDAY SEASON Canadian soldiers visiting theatres of London were entertained by such performers as the "Cinderella" girls shown rehearsing an aerial ballet. Zoe Gail of South Africa dances in "A Call to Charms." Many such girls are donating furs to aid Finland



DOING HER SHARE to block out the blackouts is Isabel Salvona, Canadian contribution to London's theatrical league of nations. Exotically made up, she is ready for "The Burma," a dance performed at El Morocco



WHAT'S GOOD FOR GRANDMA is good for grand-daughter, too. Both take cod liver oil. Grandma, as a precaution against common colds; grand-daughter, to help her system to build a sturdy frame and sound teeth, and to guard against common colds, too. And now there is a **BETTER WAY TO TAKE COD LIVER OIL...SCOTT'S EMULSION!**

- 1—Scott's Emulsion** has all the values of cod liver oil and is four times more easily digested.
- 2—Easily digested**—The exclusive method of emulsifying the oil permits digestion to start in the stomach, whereas digestion of plain cod liver oil does not begin until the oil

passes into the intestines.

3—Easy to take—Scott's Emulsion has a pleasant taste. Easy to take and retain by children and adults.

4—Economical—Scott's Emulsion is an economical way to obtain the Vitamins A and D so necessary to strong bones and sound teeth.

SCOTT'S EMULSION

TALLY HO!—AND A-HUNTING WE WILL GO!



EXERCISING THE HOUNDS at H. R. Bain's estate, North York, Adele Davies, at left, and Peggy Price of the Eglinton Hunt Club



PETTING THE PACK at Graydon Hall, on the Bain property, Peggy Price, left, and Adele Davies are paying visit to affectionate friends



REYNARD IN CAPTIVITY is a pet at Graydon Hall where he has been raised from a puppy and lives near the dogs. He's a fine specimen

IT'S A FACT
Your undies wear longer, stockings stay stronger when washed with gentle Princess Flakes!



MEN HAVE ALL THE LUCK!

NOW THAT THE CASHIER'S LEFT, WILL I GET THAT JOB?
NO! AND WHY? JUST BECAUSE I'M NOT A MAN!

THAT'S NOT THE REASON, JEAN. YOU'D GET THAT JOB IF—WELL, IF ONLY YOU'D TALK TO YOUR DENTIST ABOUT YOUR BREATH!

TESTS SHOW THAT MOST BAD BREATH COMES FROM DECAYING FOOD DEPOSITS IN HIDDEN CREVICES BETWEEN TEETH THAT AREN'T CLEANED PROPERLY. I RECOMMEND COLGATE'S DENTAL CREAM, ITS SPECIAL PENETRATING FOAM REMOVES THESE ODOR-BREEDING DEPOSITS. AND THAT'S WHY...

LATER THANKS TO COLGATE'S BUT JEAN! WHY SHOULD YOU BUY MY LUNCH? BECAUSE MY NEW JOB AS CASHIER FOR THE FIRM CALLS FOR A CELEBRATION. EDNA—THAT'S WHY!

Colgate's Combats Bad Breath ... Makes Teeth Sparkle!

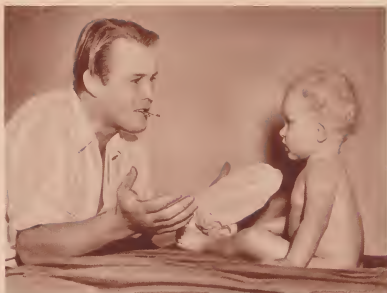
Colgate's special penetrating foam gets into the hidden crevices between your teeth... helps your toothbrush clean out decaying food particles and stop the stagnant saliva odours that cause much bad breath. In addition, Colgate's safe polishing agent makes teeth sparkle with natural brilliance! Always use Colgate's Dental Cream—regularly and frequently. No other dentifrice is easily like it.

For those who prefer it, Colgate's Tooth Powder will give the same Colgate results. Large tin 20c.

20c LARGE SIZE
Giant Double Size **35c**
Medium Size **10c**

COLGATE'S
RIBBON DENTAL CREAM

THREE EASY LESSONS?



CO-STARS IN "BROTHER RAT AND A BABY" are Wayne Morris, 25, and Peter B. Good, 14 months. Thinking of his brand new son, born December 17th, Wayne decides to pick up a few pointers. He pleads with Peter (above, right) for a little co-operation. Below: He concentrates on the job in hand, while Peter keeps a wary eye on that safety pin. But (above) Wayne finds the perfect solution, a zipper diaper, although Peter obviously prefers the old-fashioned methods



**NOW I'M SCHOOLGIRL
COMPLEXION ALL OVER!"**

Keep your whole body lovely with the New Improved Palmolive made with gentle Olive Oil

For your face, throat and shoulders, and for your bath, gently massage into your skin a warm, rich Palmolive lather. Cleanse the pores thoroughly. Rinse with warm water, then with cold. That's all there is to this simple beauty treatment. Yet there is no surer way to help keep real, all-over skin beauty.

The new improved Palmolive is milder than ever on your skin. You'll love its new perfume too. And now that Palmolive's firmer, it lasts ever so much longer—saves you money.

Listen to Palmolive's "Happy Gang", C.B.C. Network, Mon., Wed., Fri., 1 to 1.30 p.m., E.S.T.



Try the New Improved Palmolive

"GREAT SEAMEN --- IN TALL SHIPS RIBBED WITH BRASS"*



* **TWO SPEEDY GREYHOUNDS OF THE FLEET** are shown, in this striking photograph, taking heavy seas over their snouts as they maintain a constant vigil for German U-Boats, somewhere in the North Sea. The lower picture shows how a British "Wasp" ship

delivers its sting. These speedy motor torpedo boats, although only 70 feet long, are armed with two torpedoes, a 37 m.m. cannon, machine-gun and six depth bombs. A speed up to 46 knots enables them to travel and turn five times as fast as a submerged submarine



* George Chapman's Busy d'Ambois

DRESS LIGHTLY FOR SPORTS



SKATING SUIT of royal blue flannel has skirt edged with red rick-rack braid and lined with red satin, topped with baby-bonnet cap, white boots and angora mitts



WHERE THE GRASS is still green, down in sun-bathed Miami, Mary Jane Dognan (believe it or not) demonstrates her polka dot sun-protective cape and mask with built-in goggles and nose guard

Honey

BEAUTY ADVISER
says:

**"MEN HATE THE TOUCH
OF SCRATCHY,
CHAPPED HANDS"**

BUT THE BOYS ARE RIGHT, HONEY... MY HANDS ARE ALWAYS CHAPPED... SO'S MY FACE. SURELY YOU KNOW SOMETHING WONDERFUL I CAN USE!

OH, HONEY... YOU'RE JUST THE PERSON I WANT TO SEE! I NEED BEAUTY ADVICE - QUICK

WELL, THAT'S MY JOB - WHAT'S WRONG, CAROL?

LAST NIGHT TED TOOK ME TO A DANCE.

HEY! HOW ABOUT CUTTIN' IN ON MY DATE?

SEE, TED... CAROL'S CUTE BUT - WELL HER HANDS GIVE ME THE SHIVERS. ROUGH AS A MAN'S

THEY'RE TALKING ABOUT ME... OH, I'LL NEVER COME TO ANOTHER DANCE AS LONG AS I LIVE!

YEAH... SWELL PARTY

WHY, HONEY... THIS HINDS IS THE MOST SOOTHING HAND LOTION I'VE EVER USED

INDEED I DO! C'MON, WE'LL GET SOME HINDS LOTION RIGHT AWAY

GRAND AS A POWDER BASE, TOO - CAROL. IT'S EXTRA-CREAMY, EXTRA-SOOTHING!

NEXT DANCE NICE SORT HANDS YOU'VE GOT THEM, LADY

HEY, FELLAS - I BROUGHT HER

GEE, IF HONEY COULD SEE ME NOW!

EVEN ONE APPLICATION—SO SOOTHING!

YES! Even one application of Hinds Honey and Almond Cream helps dry, chapped hands feel smoother. It's *extra-creamy, extra-soothing!* Every soothing drop brings comfort to your work-abused skin. Use faithfully—day in, day out—for thrilling "Honey-moon Hands." Coaxes back the dainty look-and-feel that harsh cleansers, hard water, cold weather, and housework take away. Makes hands look nicer, feel better—right away! Contains Vitamin D. In 10c, 25c, 50c, \$1 sizes at toilet goods counters.

WEDNESDAY NIGHT'S FUN NIGHT WITH
BURNS AND ALLEN

Columbia Network Chest to Chest
7:30-8:00 P.M.
See newspaper radio columns for exact time on your local station.

Chaplain, Dryness, Roughness, Weathered skin, Hangnails, Calloused heels, Powder base, After-shaving lotion, Body-rub.

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**HINDS
FOR
HANDS**

JOCKEYS OF MARS GO THROUGH THEIR PACES



HAPPY MUD LARK grins cheerfully after a bout with his bike



THROUGH HELL OR HIGH WATER the army's messages must be delivered, so somewhere in England a school has been opened to train dispatch riders for any condition they may encounter in France. Through the slosh of a shell-pitted road; over the sticky goo of a Flanders field; through clouds of lethal gas, the sturdy motorcycles must carry their determined riders



OFF THE BEATEN PATH, with gas mask hampering vision and breathing, is another of the rigid tests

Your Druggist Has the Remedy!

Sciatica



Ask your Druggist for a 50¢ or \$1.00 box

Today Mrs. A. Hampson, 1 Reynolds Place, Toronto, is happy and pain-free though not so long ago she suffered so badly from the stabbing pains in hip and thigh of Sciatica that she could not walk. Here's another victory for Templeton's T-R-C's over rheumatic trouble. Two days treatment brought relief. "My sciatica has never come back," writes Mrs. Hampson. Drive out your pain this effective way. T-R-C's are a real rheumatic remedy made specially to fight rheumatic trouble.

Ask your druggist for a 50¢ or \$1 box
TEMPLETON'S T-R-C's



Sally THE Schoolgirl SAYS:
NEW BUTTER-RUM
Life Savers rate high with me. This delicious flavor of butter and rum is in a class by itself! MMMM-they're grand!



The "holesome" handy candy!

FUN AND LIFE IN A BLACKOUT



SPECIAL AIRLOCK at entrance to air-raid shelter in Savoy hotel prevents gas from entering chamber



ONE MEMBER of each decontamination squad in Savoy is specially trained to undress those who have been exposed to gas. The undresser must always wear gloves



PINK ROOM in Savoy is now first aid station. Here voluntary nurses will care for injured



"BLACKOUT STROLL" is new wartime dance, first demonstrated in London by M. Pierre and Miss Doris Lavelle, ballroom dancers. New dance has four positions: Stroll, Forward Chasse, Break, and, shown above, the Romp. At end of chorus lights are dimmed in "blackout." Afternoon dancing is returning to favor in London

PROTECT Your Baby with This Pure Soap



Doctors say that baby's delicate skin requires a soap especially blended of the very purest ingredients. Such a soap is Baby's Own . . . a soap of such precious purity that it has won the confidence of generations of doctors and nurses . . . and mothers. Baby's Own Soap is gentle . . . soothing . . . free from any irritant. Look for the Baby's Own baby on the new package.

"The Beauty soap of precious purity"

**BABY'S OWN
SOAP**

**Win \$1,000. Start today in Know Your Empire Contest.
550 cash prizes total \$5,000. See Magazine Section.**

B.C. RECREATION SCHEME HAS PROVED ITS VALUE



BRITISH COLUMBIA'S provincial recreation centres were inaugurated in 1934, to raise standard of general health and morale. They were organized, directed and financed by dept. of education. Training is free and open to public. Membership now totals over 30,000, with 155 centres.

Girls on steps of Vancouver city hall (above) made their own uniforms. Prov. director of physical training is Ian Eisenhardt (below, left), who conceived idea which Hon. Dr. G. M. Weir, B.C. minister of education and health, carried out. Dancing is prominent feature of Pro-Rec training



OLD-TIME SLEIGH PARTIES IN FASHION



INTIMIDATING DOBBIN, who has the work when the sleighing party gets going in Toronto suburbs. "Patsy" Reeve is doing the vamping



"YOU HAVE TO BE RUG-GED for riding in an open sleigh," says Jim Varty to Ruth Duman as the merry party embarks to slide and sing along frosty side-roads



"SWING YOUR PARTNERS" echoes through the rafters during the jolly barn dance at the destination. Grace Hutchinson and Robbie Forbes are seen going through the motions



ONE OF THE DIVERSIONS of the old-time sleighing party is pictured here as Ron McFeeters gets a snowy baptism by the wayside with Muriel Baguley officiating and showing real enthusiasm as she does the job

INFANT DIET AGAIN IMPROVED

New Process Aids Health

The latest improvement in baby feeding is reported from clinics and laboratories where very young babies are being successfully fed homogenized fruits and vegetables.

The immediate results of this test are the recommendations by many doctors that the milk diets of three-month-old babies—in some instances younger—be regularly supplemented with these homogenized solid foods.

Digestion of homogenized solids as proved by laboratory tests and clinical evidence, takes place much faster than with the same foods in strained form! This ease of digestion is obtained by specially homogenizing the vegetables and fruits—a process that breaks up tough fibres and food cells into a fine, smooth form, impossible with other methods of preparation.

Mothers regard homogenization—an exclusive LIBBY process—as the greatest modern development in baby feeding. A free, 24-page illustrated booklet explaining homogenization, entitled "Your Baby's First Vegetable and Fruit," is obtained on request from LIBBY'S, Chatham, Ontario. Consult your doctor about including LIBBY'S homogenized vegetables and fruits in your baby's diet.

B2-40

Canada's Riviera—



COME WEST THIS WINTER!

Check the comparative thermometer readings in your local newspaper! You will see why the roads are open on your own Pacific Coast. Why here, in winter, you can go places and do things . . . why British Columbia is called "Canada's Evergreen Playground".

Winter rates are low actually it's sound economy to winter on the Coast.

British Columbia
GOVERNMENT TRAVEL BUREAU
VICTORIA CANADA

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FREE! 60 BUICKS

also \$6,000.00 IN CASH PRIZES

6 Big
Weekly Contests

THESE PRIZES EACH WEEK

TEN 1940 BUICK 4-DOOR SEDANS

EACH WITH 1000 GALLONS OF GASOLINE
PLUS \$50 WORTH OF SERVICE OR ACCESSORIES

ALSO 100 CASH PRIZES \$10 EACH

"Best Buy's Buick!"

Six dozen new features. Big, straight-eight engines, smoother than a wrist watch. Front wheels that "give" to the bumps. Coil springs all around that never need greasing. Smart, roomy, smooth and a full 107 hp. under its smart bonnet! A grand car and a grand prize!

The Special
MODEL 41

STANDARD EQUIPMENT—
CHOICE OF STANDARD COLOURS



*FOR FIRST-PRIZE WINNERS
IN CANADA—CASH
IN PLACE OF GASOLINE

Instead of receiving gasoline, Buick winners in Canada will receive enough cash to buy 1000 gallons of regular gasoline from their favourite local dealer.

EASY!

JUST FINISH THIS SENTENCE IN 25 ADDITIONAL WORDS OR LESS

I like Ivory Soap because

★ **EXTRA** ★
Special to Buick Winners

\$50 WORTH OF
FREE SERVICE OR
YOUR CHOICE OF
CAR ACCESSORIES

FOR CONTEST NEWS AND
PRIZE-WINNERS TUNE IN ON

— RADIO —

"Mary Marlin" and "Life Can Be Beautiful" Mondays through Fridays—
see newspaper for time and stations.

BUICKS!!! GASOLINE!!! CASH!!! CREDIT!!! Imagine winning a brand new beauty of a Buick, with cash to buy 1000 gallons of gasoline—and \$50 worth of free service or car accessories. Why, you can run your Buick practically without cost for a year or two! And don't forget those 600 generous cash prizes! It's your golden opportunity of 1940!

600 PRIZES TO BE WON! 6 separate weekly contests! Enter all six! Enter each contest as often as you like! Anyone may win these magnificent prizes—offered to get Ivory users to tell others what you like about pure gentle Ivory, serving so many Canadian families in so many helpful ways. . .

FOR THE BABY—Ivory is so pure and gentle that doctors advise it even for bathing the sensitive skin of babies. Perhaps you yourself were an Ivory baby.

FOR COMPLEXIONS—Have you tried Baby's gentle Ivory for your own complexion care? According to a recent survey, more doctors advise Ivory for complexions than any other soap.

FOR BATHS—From Dad down to the youngest—everyone enjoys a refreshing Ivory bath. Like the way Ivory floats—always in sight—always within reach.

FOR WASHING DISHES—How kind Ivory is to your hands. Haven't you noticed that gentle Ivory in your dishpan helps you keep your hands smooth and nice? And it costs less than 1¢ a day for all your dishwashing.

★ ★ ★
SO MANY THINGS TO WRITE ABOUT IVORY! IT'S EASY! Just look at the sample sentences below. Of course you can write sentences as good or better. So start now! Send in your first entries today. Get everyone in the family to enter.

MADE IN CANADA

THESE SAMPLE SENTENCES MAY HELP YOU WIN . . . SAVE THEM!



"I like Ivory Soap because . . . it floats, makes a rich lather which rinses off easily, thereby adding tremendously to the comfort of a good warm bath."



"I like Ivory Soap because . . . my baby looks and smells so fresh and sweet after his Ivory bath, and Ivory cleanses with a gentle smoothness that leaves his skin soft."



"I like Ivory Soap because . . . for years it has done all my dishwashing safely and thoroughly and helped me keep my hands soft and smooth."

SEND IN YOUR
FIRST ENTRIES TODAY!
ENTER EACH WEEK!
WHAT A THRILL TO WIN
A BUICK!



99% 100% PURE

IT FLOATS

REGISTERED TRADEMARK - PRODUCT OF CANADA



**EASY
RULES**

1. Simply finish the sentence "I like Ivory Soap because . . ." writing 25 additional words or less. Write on one side of a sheet of paper. Print or write your name and address. Please send no extra letters, drawings, or photographs with your entry.

2. You can enter these contests as often as you like but each sentence must be accompanied by the wrappers from one Large-Size cake and one Medium-Size cake of Ivory Soap (or facsimiles). Mail to Ivory Soap, Montreal, Quebec.

3. There will be six weekly contests, each with a separate list of prizes. Opening and closing dates are:

CONTEST	OPENING	CLOSING
First	Sun. Jan. 21 (or before)	Sat. Jan. 27
Second	Sun. Jan. 28	Sat. Feb. 3
Third	Sun. Feb. 4	Sat. Feb. 10
Fourth	Sun. Feb. 11	Sat. Feb. 17
Fifth	Sun. Feb. 18	Sat. Feb. 24
Sixth	Sun. Feb. 25	Sat. Mar. 2

4. Entries received before Sunday, January 21, will be entered in the first week's contest. Thereafter, entries will be entered in each week's contest as received. Entries for the final week's contest must be post-marked before midnight, March 2, and must be received before March 15.

5. Entries will be judged for originality, sincerity, and aptness of thought concerning the qualities and uses of Ivory Soap. Decision of the judges will be final. Fancy entries will not count extra. Duplicate prizes awarded in case of ties. No entries returned. Entries, contents and ideas therein become the property of Procter & Gamble.

6. Any resident of the Dominion of Canada, Continental United States or Hawaii may compete, except employees of Procter & Gamble, their advertising agencies and the families of these employees. Contents subject to all regulations of Canada and the United States.

7. Prizes in each weekly contest are: 10 first prizes, each a new 1940 Buick Special 4-Door Sedan, with the cash equivalent of 1000 gallons of gasoline and a \$50.00 credit ticket for accessories or service; 100 second prizes, each \$10.00 cash.

8. Buick winners will be announced shortly after the close of each contest over Ivory's radio program "Mary Marlin"—coast-to-coast—and "Life Can Be Beautiful." Winners of 10¢ cash prizes will be notified by mail.